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ELECTRONIC THESIS AND DISSERTATION UNSYIAH

TITLE

A GENRE ANALYSIS OF RHETORICAL PATTERN OF ADVERTISEMENTS IN ACEH

ABSTRACT

Abstract

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Title : A Genre Analysis of Rhetorical Pattern of Advertisements in Aceh

Keywords: Genre-based approach, Multimodal Text, Rhetorical Pattern, Visual imageries

Indonesian government has been adapted genre based approach and school literacy movement (GLS) in designing curriculum, thus both English teachers and students master that aspects, particularly in teaching multimodal text. This study aimed at describing the rhetorical pattern of advertisement in Aceh, particularly the Acehnese governor candidates' posters during the governor election in 2017. The objects of this study were the strategies used to convince the argument or so-called rhetorical pattern and visual imageries as well as how text is making meaning through visual resources. The design of this study was descriptive qualitative research. To obtain the data the researcher used document. The result of this study revealed that the posters applied six strategies: form-based strategy, cognitive irritation strategy, repetition, rational and emotional strategy, address social norm and the use of declarative sentence. In addition, the visual imageries of the poster were utilized visual resources such as Acehnese traditional colors, candidates' photograph and words or texts. In conclusion, by exploring the rhetoric of the local advertisement, it can expand the material of teaching text structure, language feature and social function of the advertisement text and also enhance students' visual literacy skill in accordance to the cultural aspect.